

WBKO-TV
EEO PUBLIC FILE REPORT
4/1/06 – 3/31/07

I. VACANCY LIST

See Master Recruitment Source List (MRSL) for recruitment source data.

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Anchor/Reporter	1 – 25, 27-29, 31	27
Producer	1 – 25, 27-29, 31	24
Videographer	1 – 25, 27-29, 31	28
Overnight Producer	1 – 25, 27-29, 31	28
Editor/Sports Anchor	1 – 25, 27-29, 31	25
Sales Coordinator	1 – 29, 31	29
Creative Services Writer/Producer	1 – 25, 27-29, 31	25
Master Control Operator Overnight	1 – 25, 27-29, 31	28
Master Control Operator	1 – 25, 27-29, 31	28
Master Control Operator Overnight	1 – 25, 27-29, 31	27
Master Control Operator	1 – 25, 27-29, 31	29
Master Control Operator	1 – 25, 27-29, 31	27

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS No.	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month period
1	Career Services Center (dan.onitsuka@wku.edu) Western Kentucky University Weatherby Admin Bldg, #109 Bowling Green, KY 42101-3576 270-745-0111	Y	2
2	Kat Williams (kat.williams@wku.edu) WKU, Dept. of Journalism Gordon Wilson Hall, Room 313A Bowling Green, KY 42101 270-745-4144	Y	0
3	Beth Stamps (beth.stamps@wku.edu) WKU, Community College Alumni Placement Bowling Green, KY 42101 270-745-4395	Y	0
4	Terry Likes, News (terry.likes@wku.edu) WKU, Communications & Broadcasting Ivan Wilson Center, Room 141 Bowling Green, KY 42101 270-745-4144	Y	1
5	Jo-Anne Ryan, Director (jo-anne.ryan@wku.edu) Broadcasting/Faculty WKU/Communications & Broadcasting Mass Media and Technology Bldg 1 Big Red Way Bowling Green, KY 42101 270-745-4144	Y	0

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RS No.	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month period
6	Liz Heller (eheller@draughons.edu) Draughon's Junior College 2421 Fitzgerald Industrial Dr. Bowling Green, KY 42101 270-843-6750	Y	0
7	Ron Baldwin (ron.baldwin@kctcs.edu) Bowling Green Technical College 1845 Loop Drive Bowling Green, KY 42101-3601 270-746-7467	Y	0
8	Michael Bille Michaels Media (info@michaelsmedia.com) 1721 Richardson Pl. Tampa, FL 33606 813-254-9695	Y	0
9	Ray Lanham (www.job.state.ky.us) Ky. Dept for Employment Svc. PO Box 90003 Bowling Green, KY 42102 270-746-7425	Y	0
10	Beverly Robbins (postjobs@siu.edu) Southern Illinois University at Carbondale College of Mass Communications Carbondale, IL 62901 618-453-2391	Y	0
11	Ken Keller (krknews@verizon.net) University of Illinois 16 Grandview Dr. Normal, IL 61761 309-451-1093	Y	0

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RS No.	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month period
12	University of Kentucky (lennie@uky.edu) School of Journalism & Telecom 116 Grehan, Journalism Bldg. Lexington, KY 40506 859-257-2786	Y	1
13	University of Louisville (employ@louisville.edu) Communications Dept 310 Strickler Hall Louisville, KY 40292 800-344-8635	Y	1
14	Phou Sengsavanh (sengsavanh@missouri.edu) University of Missouri-Columbia School of Journalism, 76 Gannett Hall Columbia, MO 65211 573-882-0373	Y	0
15	R. Crisp (r.crisp@moreheadstate.edu) Career Services Morehead State University 220 Alley Young Morehead, KY 40351 606-783-2233	Y	0
16	Career Services (marlo.rhodes@murraystate.edu) Murray State University 210 Ordway Hall Murray, KY 42071 270-762-3735	Y	1
17	Karen Austin (kaustin@mtsu.edu) Middle Tennessee State University Box 2, 1301 E. Main St. Murfreesboro, TN 37312 615-898-2500	Y	1
18	Tennessee State University (jobs@tnstate.edu) 3500 John A Merritt Nashville, TN 37209 615-963-5281	Y	0

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RS No.	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month period
19	RTNDA (nicolen@rtnda.org) 1600K St., NW Washington, DC 20006 202-296-8897	Y	0
20	Medialine (medialine@medialine.com) PO Box 51909 Pacific Grove, CA 93950 800-237-8073	Y	1
21	Job Placement Coordinator (spj@spj.org) Nat'l Society of Professional Journalists 3909 N Meridian St Indianapolis, IN 46208-4045 317-927-8000	Y	0
22	Jim Cromwell (jobs@leadershipinstitute.org) The Leadership Institute Steven P.J. Wood Bldg, 1101 N Highland Arlington, VA 22201 703-247-2000	Y	0
23	Walterene Swanston (nabjprograms@aol.com) Nat'l Assoc of Black Journalists 8701 Adelphi Rd Hyattsville, MD 20783 301-445-7100	Y	0
24	Other Gray TV Stations Jane Ploeger, WSAW-TV Wausau, WI 54403 715-845-4211 jane.ploeger@wsaw.com	N	2
25	WBKO Website www.wbko.com	N	17
26	WBKO Job Watch (television advertising)	N	0

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RS No.	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month period
27	WBKO Staff Referral	N	6
28	WBKO Internal Candidate	N	11
29	WBKO Walk-In Candidate	N	2
30	Classified Advertising Bowling Green Daily News 813 College St Bowling Green, KY 42101 270-781-1700	N	0
31	Brian & Iris Tobler LDS Employment Resource Center 19 Industrial Park Dr. Nashville, TN 615-822-7046	Y	0
Total Interviewees over 12-month period			46

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Training Program to Help Personnel Acquire Skills to qualify them for Higher Level Positions	A cross training program for our Production Department was established in 2001 and is ongoing. Once an employee learns the job he/she is hired to perform, they begin to cross train for Master Control Operator and/or Director positions. As those positions come open, the skills learned in cross training usually qualify on-staff personnel to apply for those positions.
2	Training Program to Help Personnel Acquire Skills to qualify them for Higher Level Positions	A cross-training program has been established between News and Production departments that allows Production employees to work part time in News developing skills like editing and photography. The skills they develop in News allows them to apply for positions in News as they become available.
3	EEO Training	All new employees are trained on Harassment and Discrimination during the orientation process.
4	Internship Program	July 2006 two news interns July 2006 one Production intern through Upward Bound Program August 2006 one Creative Services intern February 2007 two news interns

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	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
5	Participate in Job Fair	<p>On April 5, 2006, HR Director and Production Manager participated in the Bowling Green Technical College Spring Job Fair.</p> <p>On Sept 1, 2006, HR Director, General Sales Mgr, News Director and Production Operations Manager participated in an area-wide job fair sponsored by the Bowling Green Chamber of Commerce.</p> <p>January 8-14 station participated in an online job fair sponsored by the Kentucky Broadcast Association.</p>